

# Economic Development Director



**Job Code:** 1852  
**Grade:** 134  
**Reports to:** Deputy City Manager  
**Salary Range:** \$65,561 - \$102,128  
**FLSA Status:** Exempt

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## **GENERAL STATEMENT OF DUTIES**

Highly responsible professional position overseeing the economic development activities of the City; developing and implementing strategies and programs to attract, retain, and expand private sector investment in the City; and accomplishing goals and objectives within guidelines established by the Mayor and City Council and City Manager; does related work as required.

## **DISTINGUISHING FEATURES OF THE CLASS**

An employee in this classification functions as the principal advisor and chief advocate in all areas of economic development, with an emphasis on planning, developing, implementing, and evaluating activities designed to broaden, promote, and diversify the tax base, sustain a balanced and healthy business climate, promote employment opportunities, strengthen existing business, and foster entrepreneurship. The work of directing the economic development interests of the City is essential to the mission of the City of Gaithersburg and affects all of its residents. Work is performed under broadly defined missions and general administrative direction of the City Manager, with wide latitude for independent judgment in interpreting policy directives and guidelines and developing various components of the overall economic development/interests strategies. The work requires consideration of public policies and programs affecting such areas as workforce development, transportation and land use, community issues and impacts, and development of solutions that accommodate conflicting objectives from a variety of organizations, groups, and individuals. The employee exercises full accountability for all matters associated with completing work assignments including determining the work to be performed and the methods used. Work is reviewed through conferences, reports and evaluation of results achieved. Supervision is exercised over professional and administrative staff.

## **ESSENTIAL FUNCTIONS**

Planning, directing, organizing, coordinating, and supervising the City's economic development activities; developing and implementing strategies and programs to attract new business and encourage expansion/retention of existing businesses to promote a stronger economic base; providing oversight of economic development and communication efforts; creating economic development strategic plan; developing and managing budget; implementing policies and procedures; conducting research; preparing reports; writing grant applications; maintaining records and files; advising and providing staff support to various boards, commissions, committees, and elected officials.

## **EXAMPLES OF WORK**

- Plans, organizes, and supervises major economic development and business retention, expansion, and attraction projects; develops and implements programs to stimulate commercial and industrial development in the City; serves as principal advocate in efforts to broaden, promote, and diversify the City's tax base.
- Briefs and advises City elected and appointed officials and City staff on matters related to economic development concerns and initiatives, including making authoritative recommendations on economic development projects, programs, and initiatives.
- Designs programs/projects and formulates marketing strategies/methods for economic development intended to attract and retain/expand commercial business and industry in the City.
- Gathers information and prepares studies, reports, and recommendations to achieve economic development program goals; prepares and maintains information regarding utilities, taxes, zoning,

transportation, community services, and financing tools and incentives in order to respond to requests for information.

- Interprets programs and works with citizen groups to develop and implement short-term and long-term economic development objectives and programs.
- Implements capital improvement projects by coordinating the work of City staff, citizens groups, and public and private agencies.
- Collaborates on developing solutions for problems associated with the growth and construction of commercial buildings and industrial structures in the City which impact the City's roads, utilities, infrastructure, and finances.
- Produces management plans including current and critical path schedules for economic development and private redevelopment projects.
- Negotiates development and redevelopment contracts with private developers.
- Develops and markets business assistance programs.
- Oversees the conduct of complex research studies and analyses of socio-economic trends, labor market trends, and economic development opportunities as the basis for formulation of the City's long-term economic development policies; prepares and presents reports.
- Liaisons with organizations, private businesses, developers, brokers, public agencies, property owners, and the general public to promote and facilitate economic development activities.
- Meets and works with citizen committees, special interest groups, non-profit organizations, and neighborhood groups concerning economic development issues and the status of programs.
- Maintains a liaison with various local, state, regional, and federal agencies and coordinates projects as necessary; represents the City on various committees, task forces, merchant associations, and other special interest groups.
- Identifies and maintains inventory of available building, business, and residential development sites, including both public and private buildings and land areas.
- Assists in the development of community development operations and grant opportunities to enhance infrastructure that will enhance the interest of existing and prospective business and housing opportunities.
- Monitors and reports on legislation and regulations relating to economic development.
- Prepares and administers City's economic development budget.
- Oversees the development and updating of economic development promotional and informational materials and makes presentations regarding economic development issues, programs, services, and plans; promotes and markets the City at trade shows, conventions, and via prospect visits.
- Assists in coordinating media/public relations efforts; directs and oversees economic development content on the City's website to maintain a strong marketing presence and keep content up-to-date.
- Performs related tasks as required.

### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

Thorough knowledge of effective principles, practices, methods, and techniques of municipal economic development programming and administration; thorough knowledge of business concerns, needs, practices, and markets and relocation needs and initiatives; knowledge of the techniques and principles of public relations, external community image building, and marketing; thorough knowledge of the City's long-range plans and needs for improvement of the economic base; thorough knowledge of private sector financing and incentive strategies; knowledge of applicable federal, state, and local laws, codes, and regulations governing urban economic development; ability to develop long- and short-range plans and programs; thorough knowledge of and ability to prepare budgets and provide fiscal analysis of proposals; ability to prepare and present oral and written reports and recommendations following necessary research and analysis; ability to establish and maintain effective working relationships with local, regional, state, and federal officials, private sector executives and business representatives, developers, associates, and the general public.

### **MINIMUM EDUCATION AND EXPERIENCE**

Graduation from an accredited college or university with a Bachelor's Degree in Economic Development, Business or Public Administration, Marketing, Urban Planning, or a related field. Seven (7) to ten (10) years of

progressively responsible economic development experience in the public or private sector; at least five (5) years of advanced level state or local government economic development experience preferred, the majority of which shall have been acquired in a managerial capacity; or any equivalent combination of education, training, and experience.

**PROFESSIONAL CERTIFICATION**

Designation as a Certified Economic Developer (CED), Economic Development Finance Professional (EDFP), or equivalent is highly desirable.

**WORK CONDITIONS**

- Sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects.
- Work requires balancing, standing, fingering, and repetitive motions.
- Vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly, or quickly..
- Hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound..
- Visual acuity is required for peripheral vision, preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities.
- The worker is subject to inside and outside environmental conditions.

**WORK HOURS**

Requires a minimum of 40 hours in a standard workweek. This is a salaried position; employee is expected to work the hours necessary to satisfactorily perform the duties of the position, including working and attending meetings outside of established business hours.

**SPECIAL REQUIREMENTS**

- Possession of an appropriate driver's license valid in the State of Maryland.
- An employee in this classification is subject to random drug and alcohol testing pursuant to the City of Gaithersburg's Drug-Free Workplace Policy, Drug & Alcohol Testing Procedures.

This is a class specification and not an individualized job description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification. The list of essential functions/examples of work, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

The City of Gaithersburg is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Gaithersburg provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.